



Social Commerce: Taking the High Street to the Social Feed

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On today's Webinar...



WFA

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About the WFA

About the WFA: An Introduction

The WFA is the only global organisation representing the common interests of brand-side marketers.

Agencies, platforms or publishers are not eligible for membership:

It's just us Brands here at the WFA.

This allows marketing leaders like yourself the opportunity to have discreet discussions with your peers, whether in closed-door, round-table forums or smaller, more intimate dialogues with industry specialists.

We're a not-for-profit independent trade organization:

Our members set the agenda. Our goals are your goals. Our priorities are your priorities. Tell us what matters to you.

An global fraternity of over 130 brands and more than 60 national advertiser associations:

From India to Ireland, New Zealand to Nigeria and across 16 different industries – we offer you worldwide reach.



We're obsessed with Better Marketing

Designed –and refined– by our global network of Chief Marketing Officers, the WFA Better Marketing 'atom' is a dynamic, 5-point framework that looks at the issues that matter

Through a combination of efforts towards greater efficiencies, improved effectiveness and more responsible marketing, we believe that together we

can make marketing better.

Reputation & Responsibility

How Brands can take the lead as industry stewards towards a safer, more sustainable marketing ecosystem

Good Data

An ethical approach to data policy and marketing best practice

Innovation & Creativity

Fresh thinking and the magic of marketing

Optimised Organisation

People, Teams & Structures

Principled Driven Growth

The role of Marketing as a business driver...
but not at all cost



The WFA Better Marketing Framework

We'd love to hear your questions!

Zoom

You are viewing Monica Robles' screen View Options

Enter Full Screen

WFA World Federation of Advertisers

Your webinar

Question and Answer

Welcome

Feel free to ask the host and panelists questions

Type your question here...

Mute

Chat Raise Hand Q&A

Leave Meeting

Context for change

Taking the high street
to the social feed



Shopping

A woman with long dark hair, wearing a light blue sleeveless top, is looking down at a yellow smartphone in her right hand. She is also opening a cardboard box with her left hand, revealing a pair of pink sneakers with white soles. The background is softly blurred, showing a bed with white linens. The image has a warm, slightly dim lighting. A white circular graphic element is overlaid on the right side, containing the text. Decorative wavy lines in teal and pink are also present.

1.76 billion
Online Shoppers in Asia



Why is Social Commerce becoming so effective?

126% **Content holds more attention**
when delivered via a trusted influencer

42% **Consider buying a product**
when they see videos posted by another user on TikTok

30% **Conversion rates**
from social selling means

What has tipped in the favour of Social Commerce?

39%

WoM has always been an influential source for brands

But there had never been a platform to scale it

52%

The path-to-purchase always had an end point

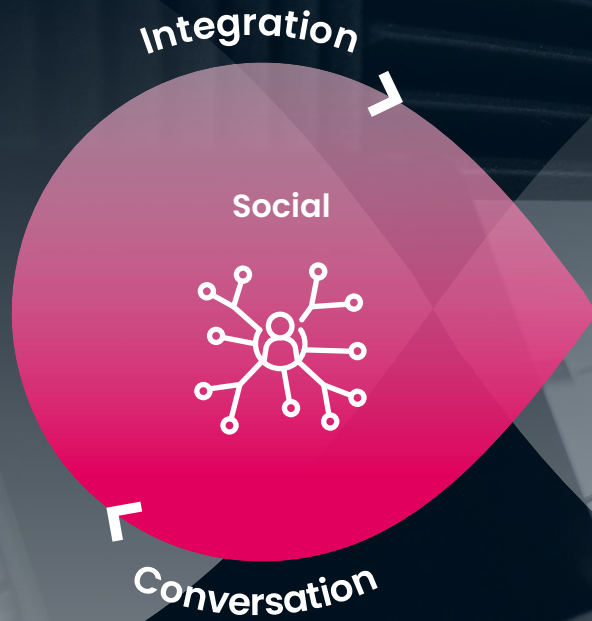
But now audiences want to discover products through reviews from Influencers

75%

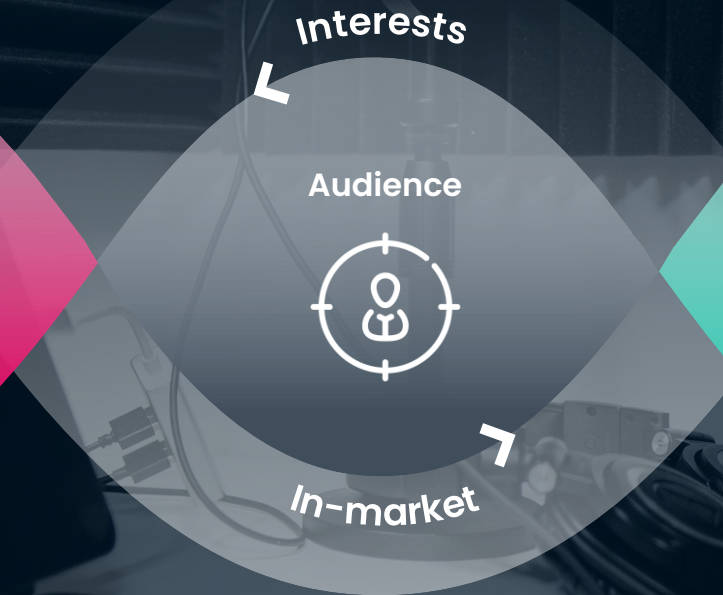
It was never a seamless experience

But now shoppers can turn curiosity in to reality on a single platform

Engage
Peer2Peer



Enrich
Audience

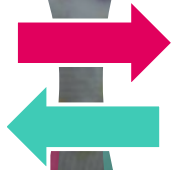


Empower
Media



Experience matched to expectations

Consumers
search
for products



Brands
recommend
to consumers

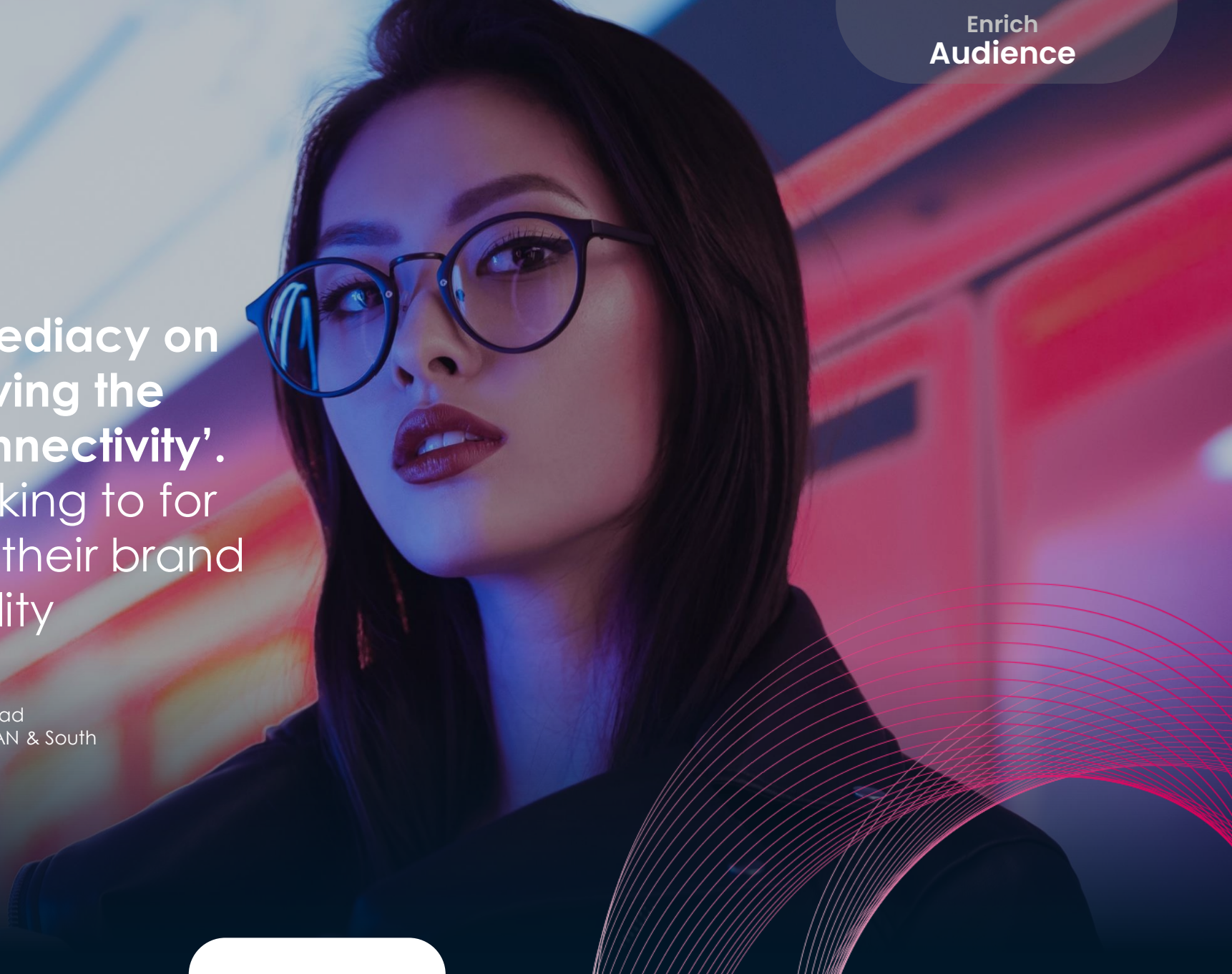




The expectation of immediacy on social platforms is driving the notion of 'reachable connectivity'.
Consumers are now looking to for the opportunity to move their brand curiosity into reality



Michael Drew
eCommerce Head
Coca-Cola ASEAN & South
Pacific



The New Shelf

Interaction



Livestream



Chat



Games
AR & UGC

Content



Shoppable Posts



Stores



Shoppable Product
Showcase

People



Referrals



Paid Promotion



Notifications

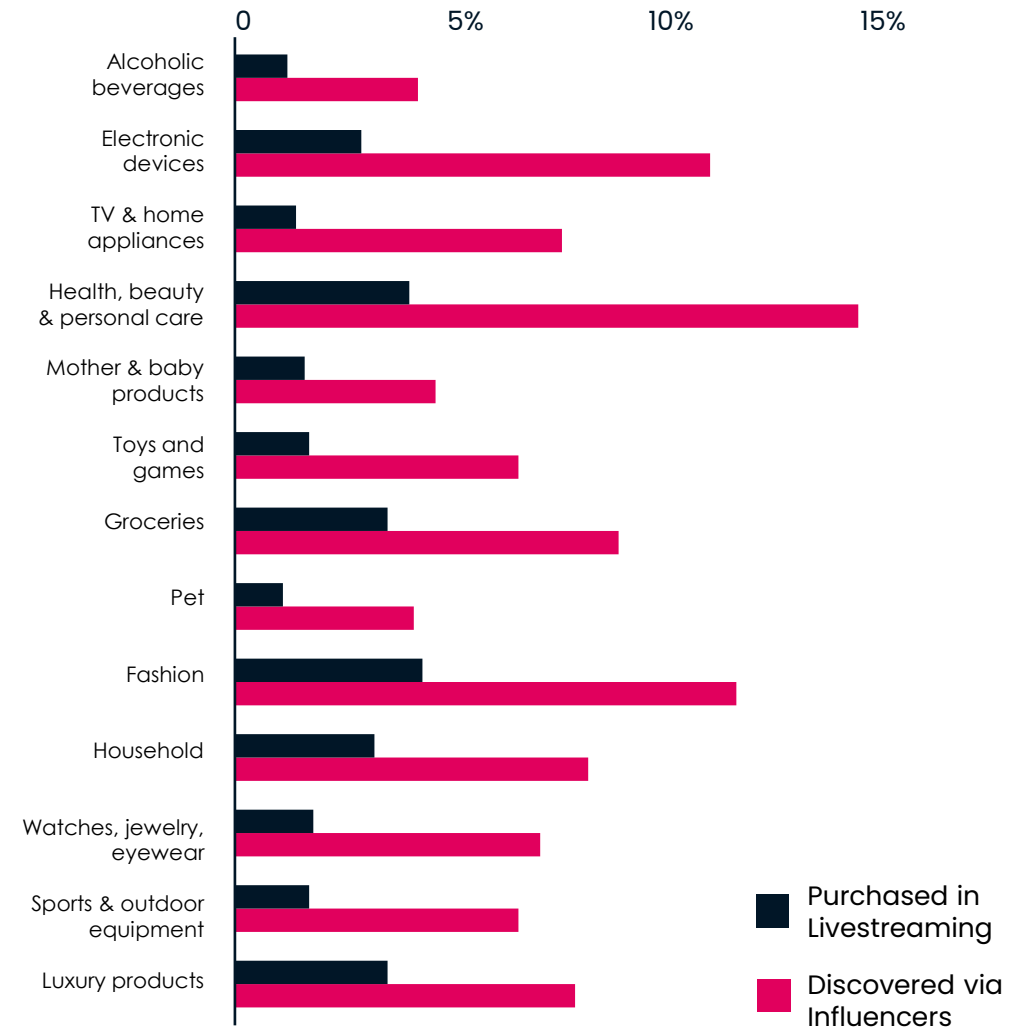


**An audience centric approach to
social commerce;**

means there is an opportunity for all
brands to play

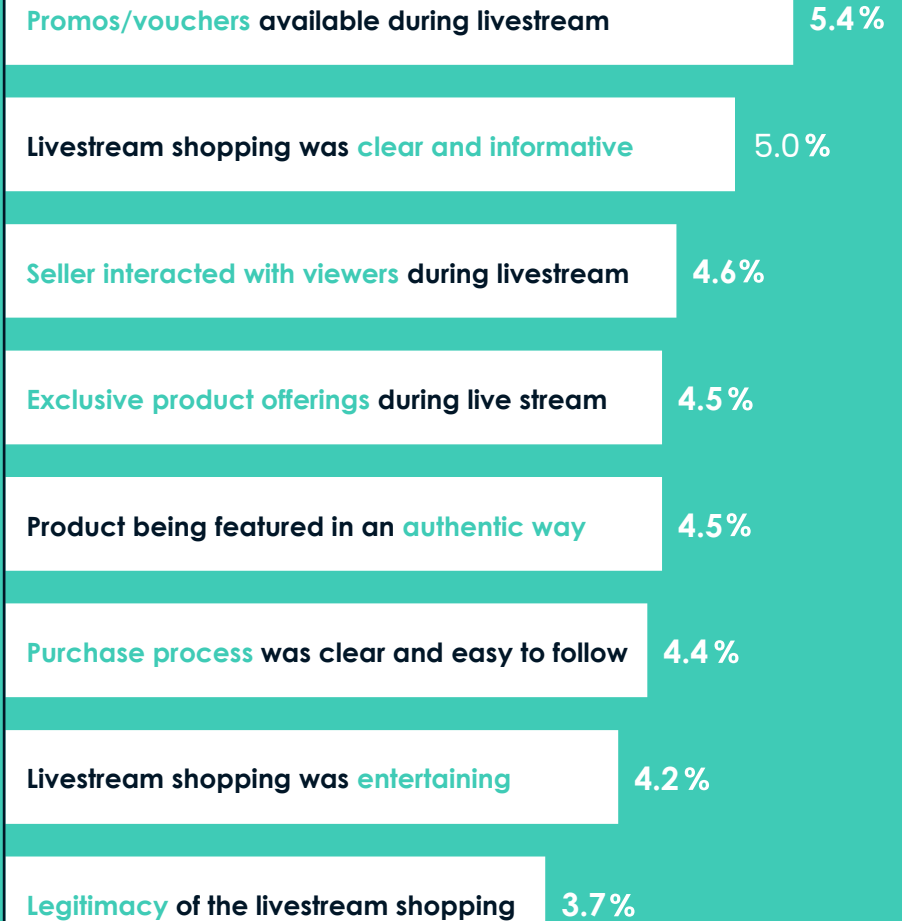
Social Commerce is starting to become
**A relevant store-front
for all categories**

Category usage Seen Endorsed by Influencer; Purchased in Livestreaming



With no one
clear motivation for livestream shopping,
**Brands should look to
existing category
behaviour**

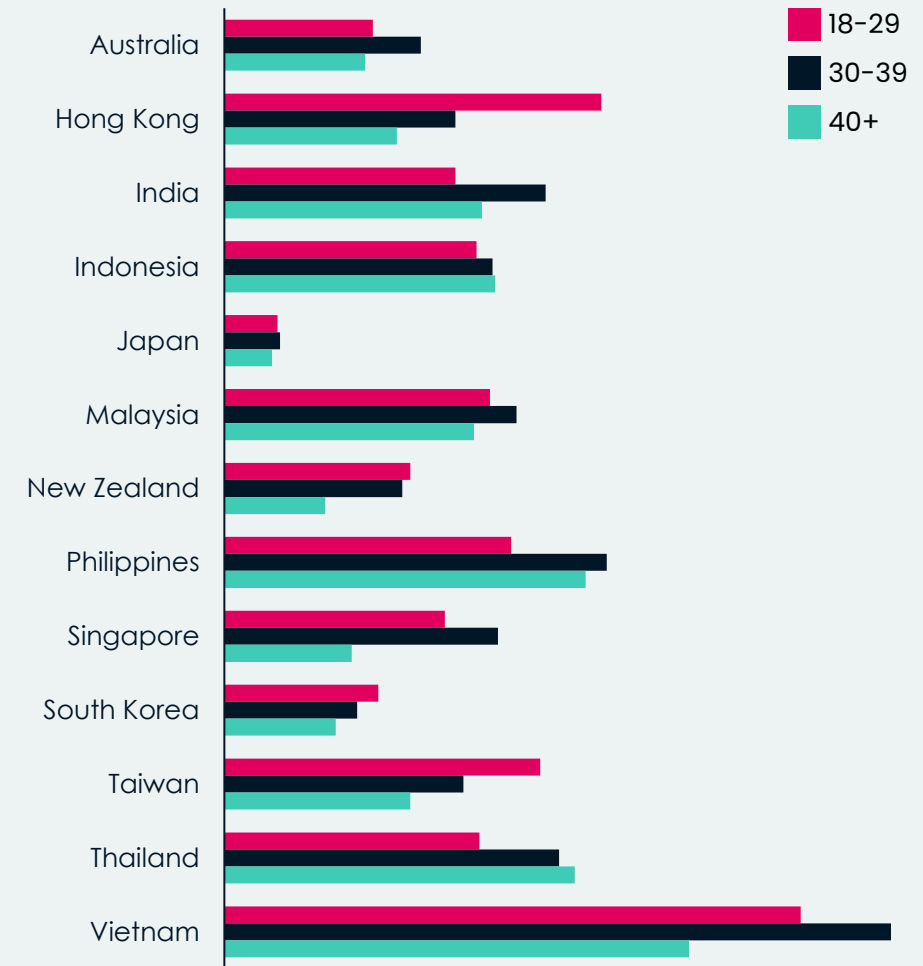
Motivations for purchasing from Livestream shopping – % of all shoppers



All generations are able to be influenced with social commerce

By using the most appropriate platform

Age range – Bought in last 12 months on Social Networking Platform



Enabling Social Commerce

Deep dive into what the
platforms have changed
to enable a new way to
shop

Panel Discussion:

Moderator:

John Cole

Head of Biddable Social,
GroupM APAC

Panellists:

Ee Mun Lim

Regional Solutions Partner, Meta

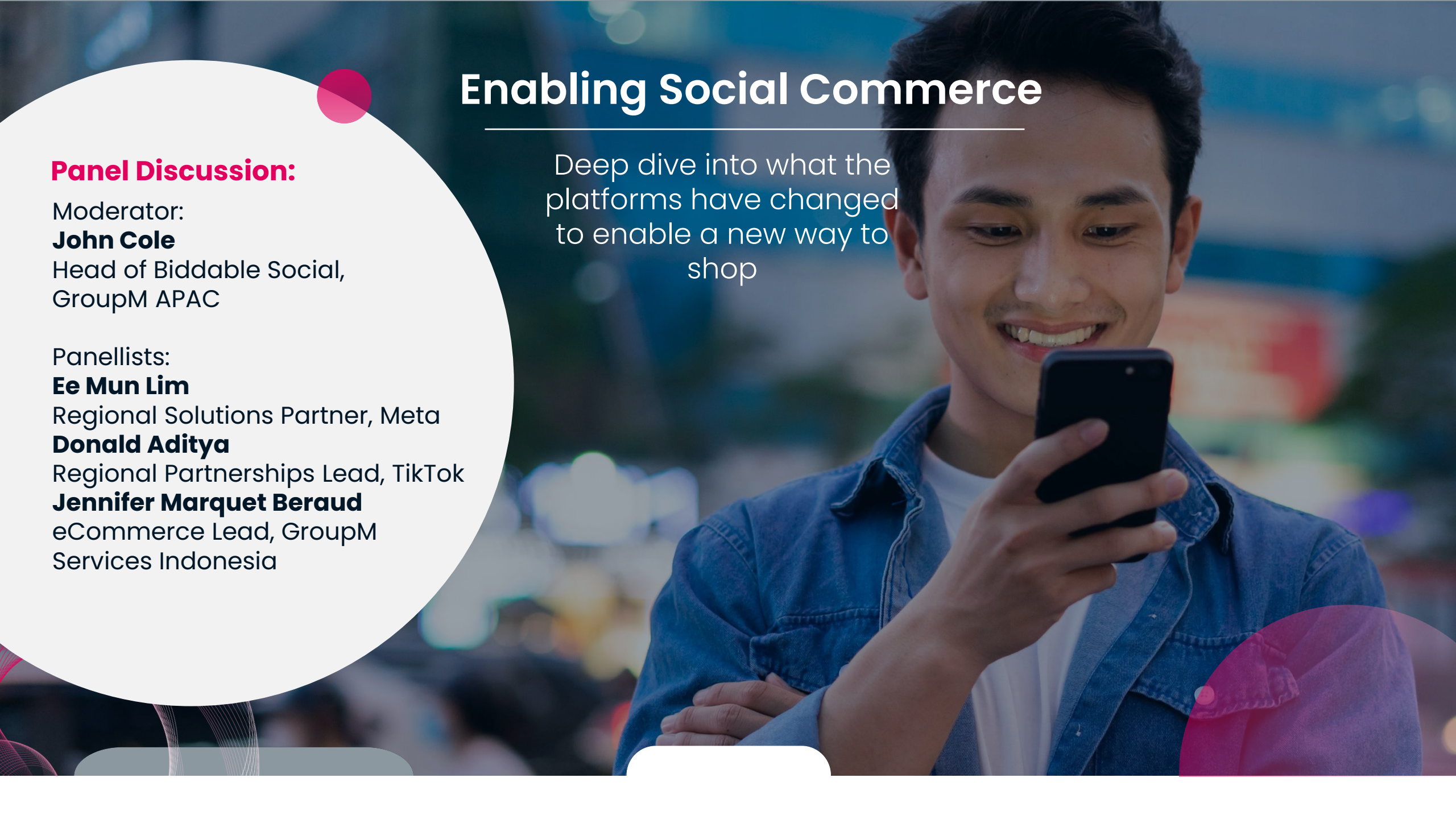
Donald Aditya

Regional Partnerships Lead, TikTok

Jennifer Marquet Beraud

eCommerce Lead, GroupM

Services Indonesia





Roadmap for change

10 things every marketer needs to know succeed in social commerce

Built around 3 broad principles



Strategy

Cultural Relevance

Builds audience-first experiences through influencers that drive discovery & purchase



Strategy

Personal Relevance

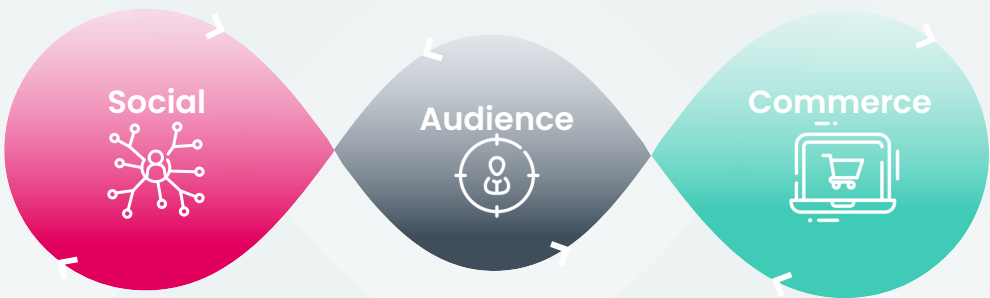
Authenticity & Trust is matched with audience interests and in-market purchase intent



Strategy

Platform Relevance

Scaling commerce growth on the right platforms using 'shoppable' formats



Cultural Relevance



Providing high-level brand guidelines to a key opinion leader (KOL) or key opinion customer (KOC) who (with their agency) owns content creation.



Experimenting with a regular schedule of live events with varying products, formats and target audiences. Integrating tech innovations such as augmented and virtual reality (AR/VR) into livestreams to make them more immersive.



A broad network of KOLs and KOCs who have proved they can run livestreams on their own, acting as a replica of a physical brand 'sales person'.



Personal Relevance



Tracking performance of livestreams with key performance indicators (KPIs) for numbers of views, conversion rates and best-selling products.



Tracking livestream performance using real-time predictive analytics to derive insights into audiences, content, products, formats, hosts and timing.



Using analytics-derived insights and machine learning to develop automated real-time prompts for optimizing livestreams and chat as they go out.



Platform Relevance



Relying on one social media channel (TikTok, Instagram or Facebook).



Establishing automated performance-marketing campaigns to drive target traffic to relevant streams.



Broadcasting frequent livestreams across multiple channels using various formats, to target different audience segments and product categories.





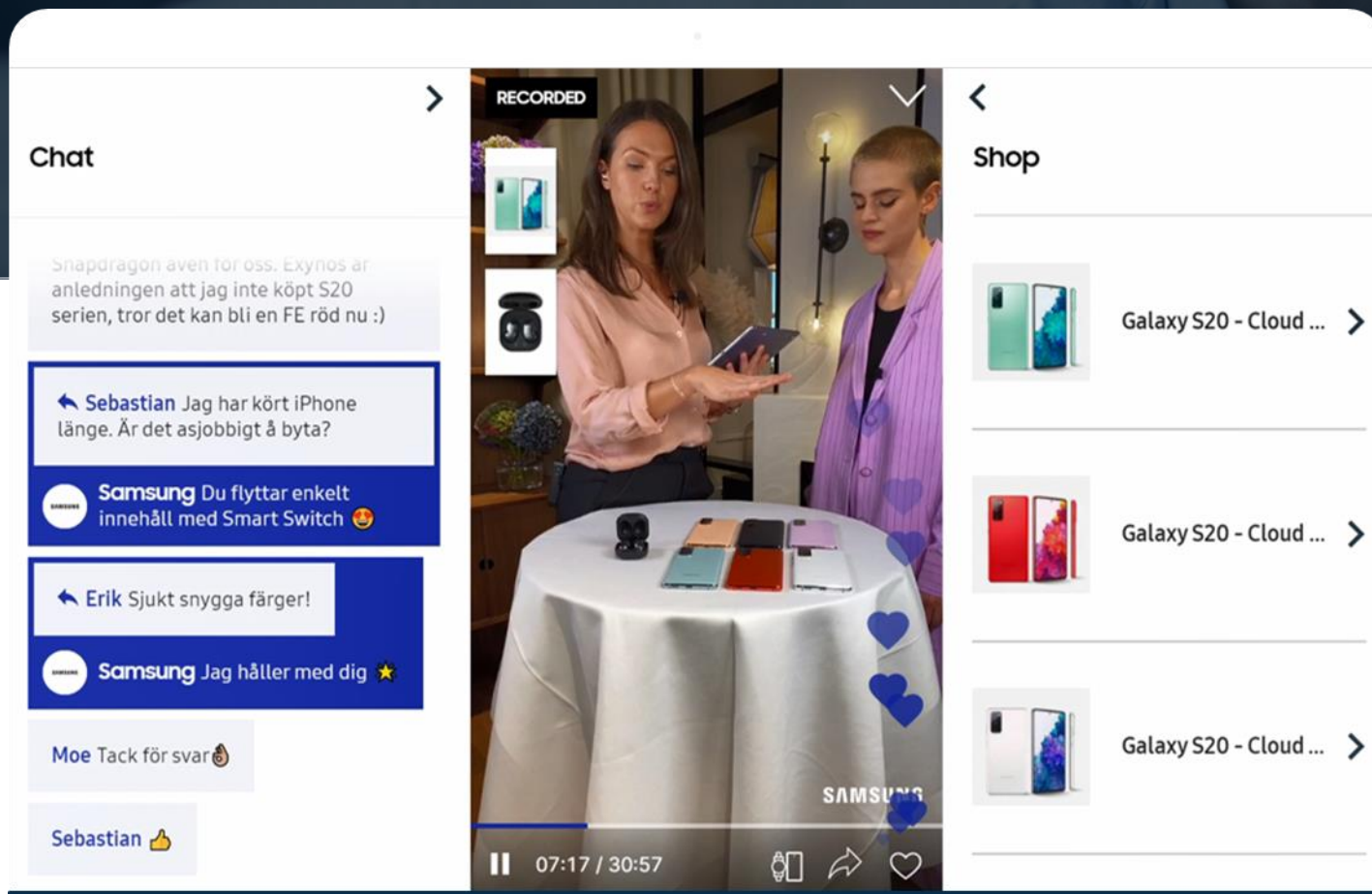
Viewers are able to **ask** questions, **engage** with the influencers and other viewers



Influencer selection is critical



Buy the product in real-time while watching the live stream & house on **brand.com** to purchase direct later



Key takeaway

Stick to familiar formats (like Unboxing) which have been popularized on platforms like YouTube



Structuring for Social Commerce

Building the right 'squad' to turn social commerce from curiosity into reality



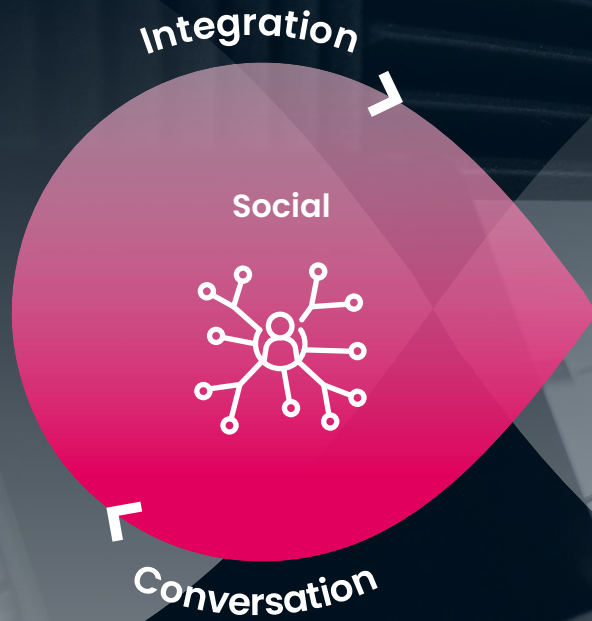
Operating Matrix

Model

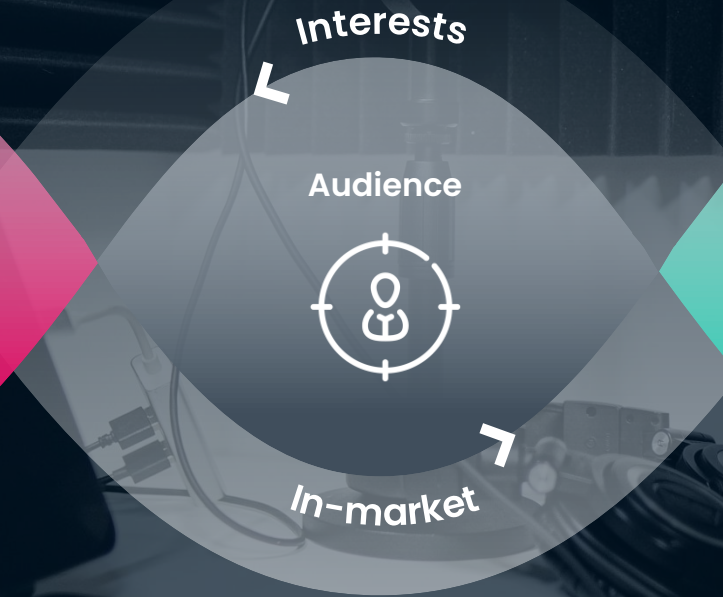
Capability

		01	02	03	04	05	06
		Key Account Management	Onsite Execution	Digital Marketing	Assortment & Pricing	Data & Analytics	Supply Chain & Logistics
01	Evolve as the business grows	Cross-functional team management & Steering					
02	Run at the pace of digital		Continuously prioritize initiatives and embed "test and learn" culture				
03	Enable digital across Teams			Teaming with Digital demand / Brand Marketing			
04	Make efficient use of best talent			Rotate resources as capability builds			
05	Prioritize growth		Allocate sufficient resources across Social, Audience, Commerce				Prioritize to 'waves' of demand
06	Lean on broader business				Support from Offline		

Engage
Peer2Peer



Enrich
Audience



Empower
Media



Questions?